



## COMPANY BUSINESS

**Client:** Whitestone Builders  
**Size:** XXemployees; \$10 million annual sales  
**Location:** Houston, Texas  
**CEO:** David Gordon



## OVERVIEW

Solarcraft designs and fabricates best-in-class enclosures and shelters that protect equipment and make field work easier and safer. They base customer requirements on worst-case situations so field automation systems stay online and assets are continuously managed and protected. Drawing on its experienced and tested staff, Solarcraft skillfully integrates components and then tests, installs, commissions and maintains their customers' systems directly in the field.

Solarcraft first began operations in 1994. Under the leadership of Darrell Haun for the past 13 years, the company has grown steadily. Last year Mr. Haun wanted to ramp up sales significantly: Specifically 700% in eight years. An ambitious goal to be sure. He said he wanted to challenge his teams to get more involved even though he knew this was far more than a typical "stretch" goal.

Part of his vision was to change leadership in key positions to facilitate rapid but controlled growth, the most urgent being company operations. The person that was in charge during this time had reached his maximum potential.

## HIRING CHALLENGE

Darrell knew instinctively that he needed somebody who had "been there and done that" for another larger company. A High-Impact Talent ~ or HIT® ~ who had the kind of experience and leadership Solarcraft lacked in its current organizational chart. In his own words, this is how Darrell described his hiring challenge:

- "We were faced with a sudden increase in business and the existing person didn't know how to get production ramped up."
- "The Operations department lacked a strong leader for a long time."
- "I needed someone that could stand up to another VP in the company that had a very strong personality."
- "I needed someone who could make quick course corrections."



## SEARCH & FIRST CONTACT

First, Darrell did the smartest thing an executive can do when he recognized the need for new and better talent: he got out of the way. Darrell knew he wasn't the right person to do his own recruiting. "I have 50 employees. I've been successful. But the more I learned the more I realized I wasn't the right person to have command of the hiring process."

That's when he called in Corey Harlock. He had seen Corey present to a peer advisory group and was impressed. Corey spoke about the hiring process and offered a keen perspective unlike any other "traditional" recruiter he had ever heard. And Corey promised things no other recruiter had ever considered saying. Things like his company, KeyHire, would bring in no candidates at all rather than bring even just one wrong person to interview. That bold philosophy was new and promising and offered Darrell the fresh perspective he had been searching for.

And the process Corey followed in interviewing and onboarding Solarcraft's new VP of Operations was smart, direct and helped to tremendously fast track the search for exactly the right person for the company.

## PROCESS

"He really knows how to ask the right questions," said Darrell. "He sat down with every key person at different levels of the company" to learn their thoughts about the new position. He then used all of his research to model the right person for the uniqueness of the role as he then had understood it, including these two proprietary tools:

**Avatar Advantage®**

**Talent Tune-Up®**

Using these tools, his vast network and his intuitive observations about who will work and who will not, Corey did the discovery homework, analyzed the input, created a model and applied all of the learning from all of his sources before he ever made a call, sent a text, wrote an email or otherwise contacted anyone.

In fact, Corey is proud to say his ration of candidates to final hires is 1.6:1. Which means his executive clients sometimes see two candidates; but usually just one.

**"I don't have time to deal with a bad candidate. I would rather never fill the position than hire the wrong person."**

**Darrell Haun**  
CEO Solarcraft

Once KeyHire was brought on board, Corey set to work quickly. He not only brought Solarcraft 15 years of seasoned and savvy personal and professional skills, he used his proprietary toolbox of rigorous methods and proven strategies to guide the effort. What impressed Solarcraft was how focused Corey was. And that includes the time he spent with the talent.

Here's what Keith, the new Solarcraft VP of Operations said about the process:

- **He liked the visibility to next steps**

"The process is not always clearly communicated by the firm or their recruiter in most cases."

- **He liked the timeliness of decisions**

"I was never left to wonder what the next decision point was or when it would take place."

- **He liked the full disclosure of the challenges**

"I have moved around a lot in my career. It has been my experience to get only about 20% of the "downside risk" associated with the opportunity. I came into this role with at least 50% and more thanks to Corey. I believe he relayed all he knew or was at liberty to reveal."

Darrell was literally thrilled with the results KeyHire delivered. Corey did more than he promised. He hit a home run. The talent he landed for Solarcraft has already had a huge impact. Operations have been streamlined, productivity increased and strategies and plans are being drawn up to achieve some pretty high ambitions.

## KEY LEARNING

When the stakes are high (700% growth high) it's time to be the best leader you can be by turning your talent needs over to a professional who can give you the hiring edge you need by hiring the exact right person for the job. You just can't do it alone. You need an unbiased, objective and astute assessment of your talent needs. It's critical to understand what you should ~ and shouldn't ~ do to minimize the time you spend looking for talent ...

... and maximize the opportunity to bring on board the ONE person who will work out the best.

And that 's when you should contact Corey Harlock at KeyHire Recruiting Solutions.



**“This was not just a hire, but a home-run hire.”**

## Make Your Business Rock!

Schedule your free 30-minute "Talent Tune-up™" strategy session now with one of our expert consultants to learn how.

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